

# AUSN

VIQTORY delivers 1 million impressions, CTR 3X the national average in AUSN national social media campaign which engaged 24,000+ veterans, active duty and military families.

## GOALS

- Target active duty navy, navy veterans, navy spouses, military families and military supporters to produce national brand awareness for the AUSN membership.
- Increase brand engagement with a younger military audience, specifically ages 18-44.
- Leverage VIQTORY's 18 years of military marketing experience to design dynamic campaign assets, including new ad sets, marketing copy and a landing page, the entire marketing funnel.

## SOLUTIONS

- Leverage VIQTORY's military First-Party Data audience lookalike and personas through an "Advanced Targeting Campaign" using Managed Programmatic Marketing.
- Create a precise cross-platform social and display targeting campaign and a military marketing acquisition funnel for audience insights and remarketing to new consumers.

## RESULTS

- **1 Million impressions delivered** with a CTR 3X the national average.
- **20,000+ military families engaged** with AUSN on Facebook and Google, the largest amount of engagement ever for AUSN.
- **83%** of those who engaged were between the **ages of 18-44**, which **was the target audience.**

## AUSN'S MARKETING CHALLENGE

The Association of the United States Navy (AUSN) is the leading voice for America's Sailors, including active and retired, veterans, and Navy families. With an ageing customer base, AUSN lacks a social media presence and recognizes the need to create national brand awareness with a younger audience who uses social media. That's where VIQTORY stepped in to help.

## VIQTORY'S UNIQUE EXPERTISE

18-years as a military marketing company coupled with the most powerful military marketing digital platform, a flagship niche magazine and military first-party data, has made VIQTORY the undisputed champion when it comes to military marketing. Having run thousands of campaigns and hundreds of millions of targeted impressions for some of the world's most iconic companies, we are able to recruit smarter, hire faster and reduce costs.

## SUPERCHARGED RESULTS

**24,000+**

Veteran's Between the ages of 18-44 Engaged With AUSNA on Social Media.

**3X**

Engagement (CTR) was 3X over National Average, Coming in over 2% by the End of the Campaign Optimizations

**1 MILLION**

Impressions Delivered, the Largest Ever for AUSN

## TURNING FIRST-PARTY DATA INTO 24,000 BRAND ENGAGEMENTS FOR AUSN

Military First-party data enables VIQTORY to focus with great precision on the audiences that matter most to their clients. First, VIQTORY helped AUSN define who their target audience was through an audience discovery call. Numerous military-centric audience segments were considered such as age, branch of military, rank, education, location, skill sets and behavior. Once a customized audience was identified, VIQTORY moved to market messaging.

More than 18 years of publishing, advertising and engagement, combined with first-party data, provide VIQTORY'S clients with deep insights into the needs, interests and behavior of the military community that AUSN leveraged.

VIQTORY helped AUSN reach veterans, active duty, military spouses and advocates of the military seeking non-profit military brands to engage with. AUSN relied on VIQTORY'S military marketing experience to help them design creative assets, write riveting sales copy and design a sleek landing page to help build AUSN's brand within the military community.

As a result, VIQTORY delivered over 1 million impressions to a highly targeted audience that engaged at a rate 3X the national average, sending 24,000+ military advocates to experience the AUSN platform.

